

# PLAIN TALKS

GULF STATES UTILITIES COMPANY

MARCH, 1940

## UNCLE DOLPH HAS SEEN THE COMPANY GROW FROM A "SQUIRT" TO A "HUSKY"



R. A. DELARODERIE  
Claim Agent - Baton Rouge

### 45 YEARS HELPING RENDER DEPENDABLE PUBLIC SERVICE

On February 5, 1895, a young man, filled with ambition, vim and vigor applied for work with the Capitol Railway and Light Company at Baton Rouge. He was not choosy as to the kind of work assigned him.

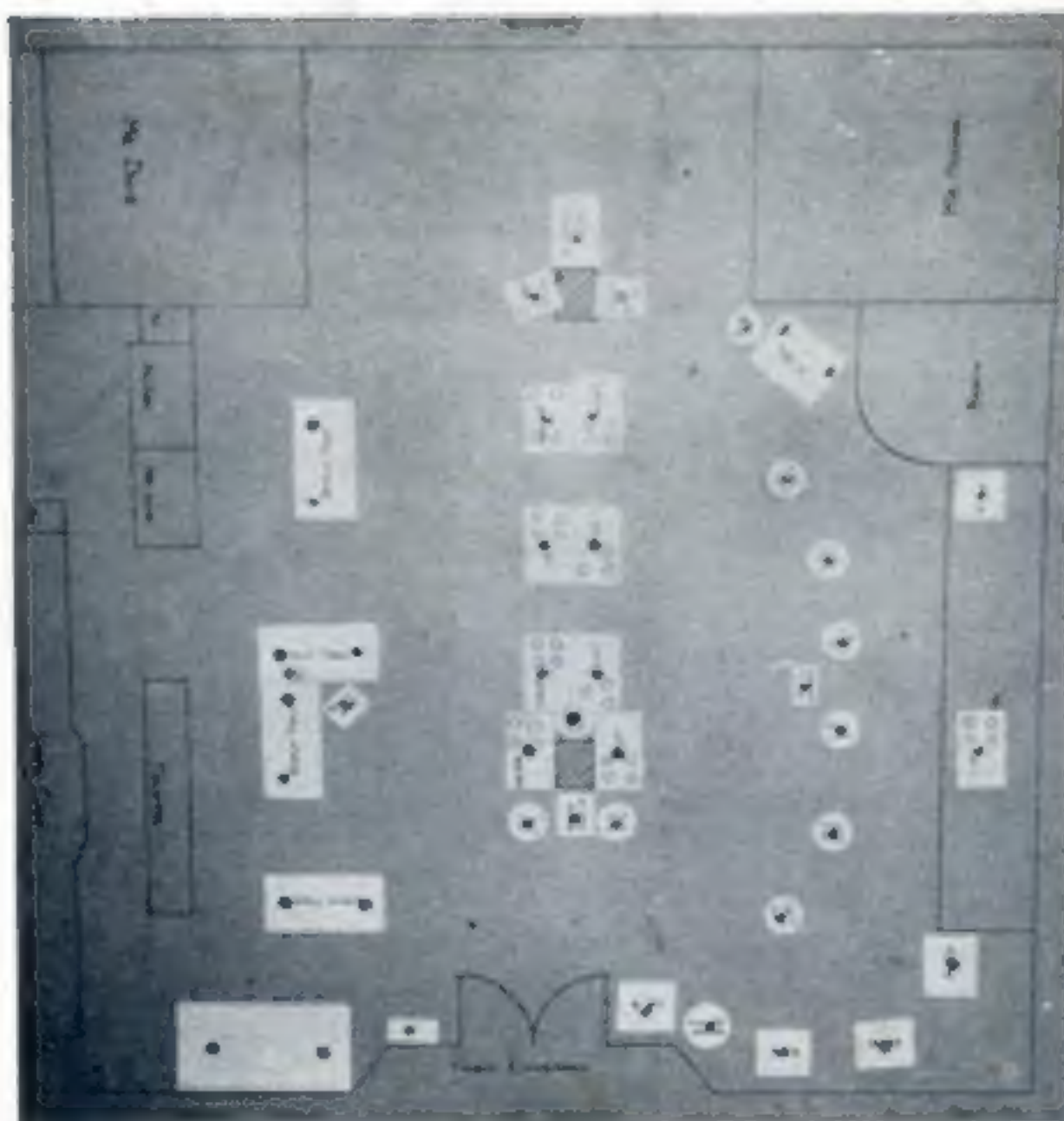
He got a job as greaser in the power station. The company had 2-50 Kw DC and 2-35 Kw DC machines to take care of the load of some 125 customers, and a 50 Kw generator for the street car system operating six cars. He "graduated" from greaser to track greaser, street light trimmer, superintendent of house wiring, lineman. Incidentally, one of his duties as lineman was to read meters but this took only a few minutes as there was only one meter in use. It was in the State Capitol, and half of the time was not running. From this job he was made master mechanic in the transportation department. Then, in 1904 General Superintendent of the Company.

The period from 1895 to 1907 was a strenuous one for it was not known from day to day whether there would be enough energy generated to light the lamps or run the street cars. The Company went broke, was reorganized, then sold under the sheriff's hammer. In 1907 Stone & Webster entered the scene and secured a management contract. They were looking as always for good men and one of the first to come to their attention was the individual who first started

to work with the Company some twelve years previous.

He was retained as Superintendent and from that day on he has been with us continuously. He made several trips at the suggestion of Stone & Webster to visit other transportation properties to assist these properties with their operating problems. He was engaged for some time in making investigations for the proposed purchase of other utilities. He is today Vice-President of the Baton Rouge Bus Company and Claim Agent for that company and for Gulf States Utilities Company and the oldest man in point of service with the organization.

### PORT ARTHUR USES NOVEL FLOOR PLANNER



Floor salesmen Bobbie LeBlanc and George Winges spent many an afternoon wrestling heavy major appliances trying to make the floor inviting to the buyer's eye. Often they made several arrangements before they got one that satisfied.

Bobbie and George put their heads together and the above labor-saving device was the outcome.

By using cards cut to small scale and placing them on the floor plan various displays can be laid out until the boys strike the right note.

Floor layouts are quickly changed with one shifting of appliances.

### EMPLOYEE SAVINGS AND LOAN GROUPS DECLARE DIVIDENDS AND ELECT OFFICERS

Like the majority of other businesses in the United States, the three employee Credit Unions, Gulf States Employees' Federal Credit Union, Breco Credit Union and LSGC Credit Union, closed their financial books for 1939, calculated their profits, and cleared their desks for a New Year. Even to the naked eye, their figures, released at annual meetings during the last few weeks, show conclusively that their members are deriving a full measure of benefit.

The BRECO Credit Union held its annual meeting on January 16 and elected the following officers for the coming year:

Directors: O. K. Bolton, "Pig" Garrison, "Steady" Hays, Joe L. McLean, "Chicken" Delaroderie, Guy W. Witmer.

Credit Committee: "Red" Hornsby, "Son" Charlton, A. H. Demers.

Supervisory Committee: "Rudy" Landers, "Bert" Lindee, "Red" Holland.

After the meeting directors met and elected O. K. Bolton, President, B. R. Garrison, Vice-President, J. C. Hays, Treasurer and A. G. Delaroderie, Secretary.

The members of the LSGC Credit Union decided that since the merger of Baton Rouge Electric Company and Louisiana Steam Generating Corporation with Gulf States Utilities Company had eliminated the corporate differences which formerly existed they would liquidate their Union, return their charter to the State and join the Breco Credit Union. Therefore, they held no election of officers.

The Gulf States Employees' Federal Credit Union held its annual meeting on January 29 and elected the following officers for the next two years:

Directors: E. L. Granau, J. B. Bishop, W. W. Phillips, R. M. Dunn and R. E. Cargill.

Credit Committee: W. B. Richardson, R. F. Reid.

Directors: R. J. Orrick, W. H. Caswell, S. R. Hereford and W. A. Whiton and Credit Committeeman J. C. Genaro have one more year to serve before completing their present term of office.

A Supervisory Committee composed of J. M. DeBouy, J. H. Linnehan and R. O. Jackson was elected to serve one year.

### G. S. U. HOST TO LIBERTY LIONS

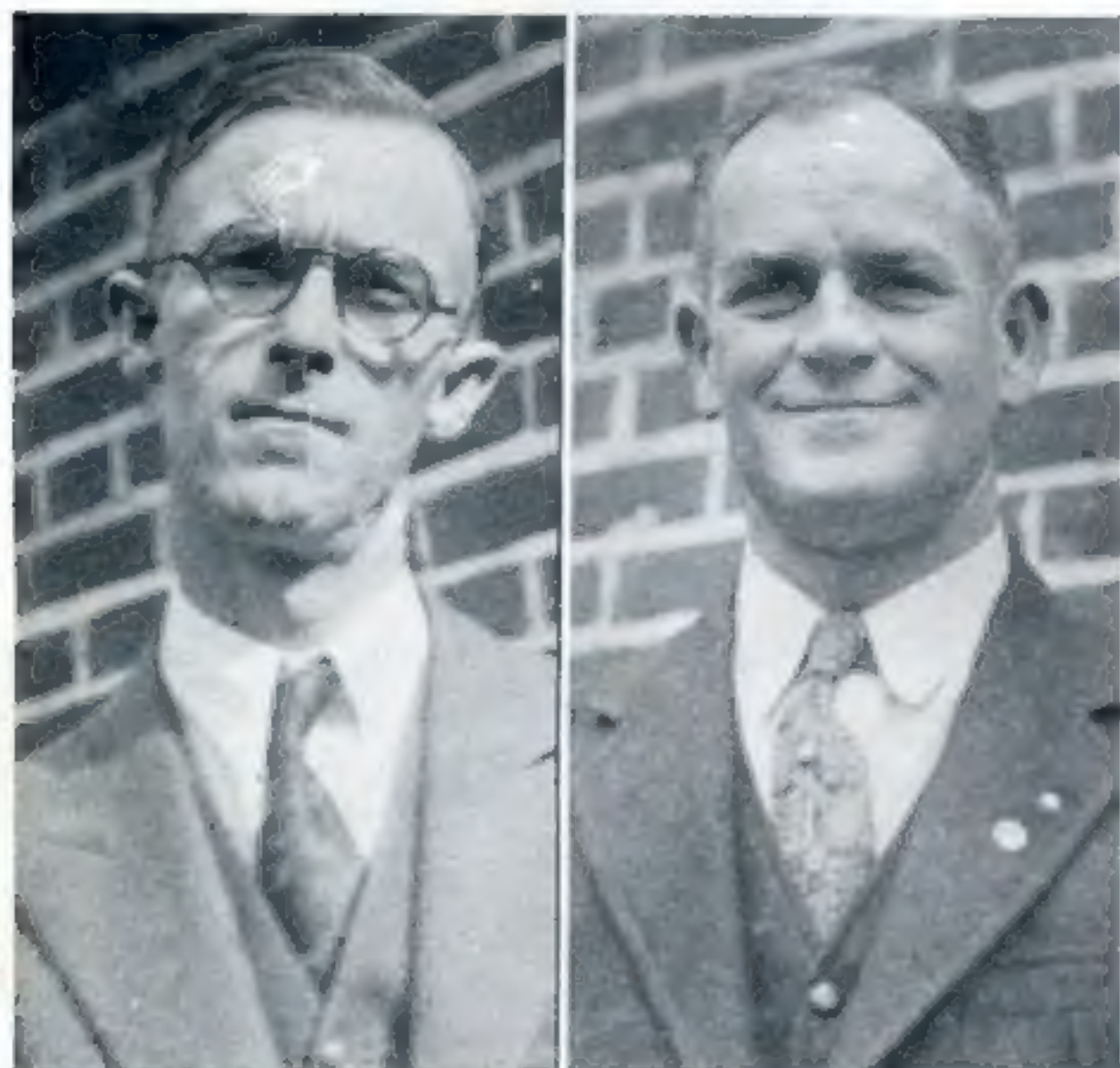
Members of the Liberty personnel, Lloyd Brannan, Kirk Brock, Charley Ott, and Central Division Home Ecs Docia Moore and Thelma Carson put on a fine program for the Liberty Lions Club January 22.

Supper was prepared by Docia and Thelma and the Lions were treated to an educational film on Better Light-Better Sight.



## PLAIN TALKS

### THIS ONE WINS OUR VOTE FOR THE BEST SELLING STORY OF THE YEAR



Once upon a time not so long ago two gentlemen in the Lake Charles division sales department, John Mattingly and Bob Landry, left the office about a quarter to five PM and proceeded north of Lake Charles up along a new line to look for prospects for refrigerator sales.

Exactly four hours later Mr. Mattingly and Mr. Landry had four refrigerator sales in the bag. Concluding that this was a handsome days work, these gentlemen retraced their steps homeward.

Being thirsty and somewhat tired from selling the four boxes, John and Bob stopped at a roadside stand to quench the alleged thirst and while at that establishment fell into a casual conversation with two other gentlemen.

After a pleasant, restful period, Mr. Mattingly and Mr. Landry proceeded on their way home . . . BUT . . . with two more refrigerator sales to their credit.

The two casual acquaintances turned out to be red-hot refrigerator prospects.

**MORAL:—EVERY PROSPECTIVE USER IS A PROSPECTIVE BUYER.**

### THE LONG AND SHORT OF BEAUMONT DRS



Six-foot-six-inch Slim Larkin greets five-foot-four-inch F. R. Weller who left Beaumont Customer Accounts on March 1 to join the Sales crew.

### NEW GAS SOURCE IMPROVES SERVICE

Late in 1939, Gulf States completed negotiations for a portion of its gas for resale in Baton Rouge to be delivered from a connection to the natural gas supply available in the University Oil Field located south of the Louisiana Capitol. The remainder of its requirements continue to come from the Monroe Field through the pipe lines of the Interstate Natural Gas Company. During the recent cold weather which made so many people speak with sarcasm of the "sunny south", the benefit of this connection was greatly appreciated.

Since the supply of gas from each of the three gasers in the field is limited to a million cubic feet per day by the Louisiana Conservation Commission, the Company could not possibly have served its load from that source alone, for during the peak day over twelve million cubic feet were delivered to our customers. The largest previous peak day was approximately eight and one-half million. The tremendous demand for fuel to warm homes and offices has in previous years produced considerable trouble in distribution due to pressure drop in outlying sections. This year, despite the fact that temperatures averaged only 39 in January as compared with 59 during the corresponding month of 1939, and 51 in February against 57 in 1939, the Company had few complaints of low pressure. It was also found possible to operate the entire gas distribution system at a slightly lower pressure than in previous years.

Another favorable factor was the remarkable similarity of the gas derived from the local source as compared to that received from the pipe line out of the North Louisiana fields. This enabled us to introduce the local gas without the necessity of making adjustments to customers' appliances so that proper combustion would result.

### PORT ARTHUR KEGLERS ARE HAVING A GOOD YEAR



Coach L. L. Hirsch is proud of the Port Arthur Bowling Teams' showing in the local Civic League.

Back row, left to right; L. L. Hirsch, George Winges, Prentice Peveto, Paul Baker, C. F. Terrell (Guest appearance). Front: Ralph Brown, "Joe" Breaux and Luke Levesque. Fred Davis, also a team member, was not around when the picture was taken.

Since this shot was made Luke Levesque has left Port Arthur to join the Navasota division service force at Cleveland and replacing him on the bowling squad is Don Laughlin.

### BEAUMONT ACCOUNTANTS ARE FAVORED BY OLD MAN STORK



Three proud Papas (left to right) are George Dunlop, Bill Buckley and Bob Wynne, all in Beaumont Accounting.

A nine-pound-nine-and-one-half-ounce son, David, arrived at the Dunlop homestead on January 2 . . . January 27 marked the advent of Robert Junior, who tipped the scales at a half ounce shy of the Dunlop heir, to the Wynne household . . . On February 4, Bill Buckley trumped in and took the trick by announcing the arrival of ten-pound-six-ounce son, W. T. Jr.

Speculation runs high as to what weight the next blessed event will weigh in at but as we go to press Buckley rules the roost on the Beaumont Third Floor.

### ADD CHOICE SUMMER TOPICS



Ray McGowen, "Pappy" Landry and Olaf Jacobsen of Lake Charles collaborated to produce the above bit of snow-sculpture, fittingly entitled "Mother and Daughter". Olaf has since been transferred to Sulphur but we can assure you the move was not caused by his efforts as a sculptor. That was merely a coincidence.

### PLAIN TALKS . . . .

Published monthly by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

**NEWS EDITORS:** Don Brown, Louisiana Division, Baton Rouge; Bill Hammond, Texas Division, Beaumont.

**ART EDITOR:** Jack Gammage, Beaumont.

**ASSOCIATE EDITOR:** Kenneth E. Sutton, Beaumont.



## NAVASOTA SETS FAST PACE IN FEBRUARY-MARCH RANGE AND WATERHEATER CAMPAIGN



All evidence points to a lusty contest taking place between the two Navasota inter-division teams in the February-March Range and Water Heater Campaign.

Things must be hot in the Navasota division for February 29 results show that in their effort to out-do each other the two opposing actions had pushed the division as a whole into the lead over the other divisions during the first month of the campaign.

The above shot was taken at the January 31 meeting in Huntsville when campaign plans were announced. Close-up shows W. T. Thagard and Jack Shirey, opposing Captains of the two sales teams.



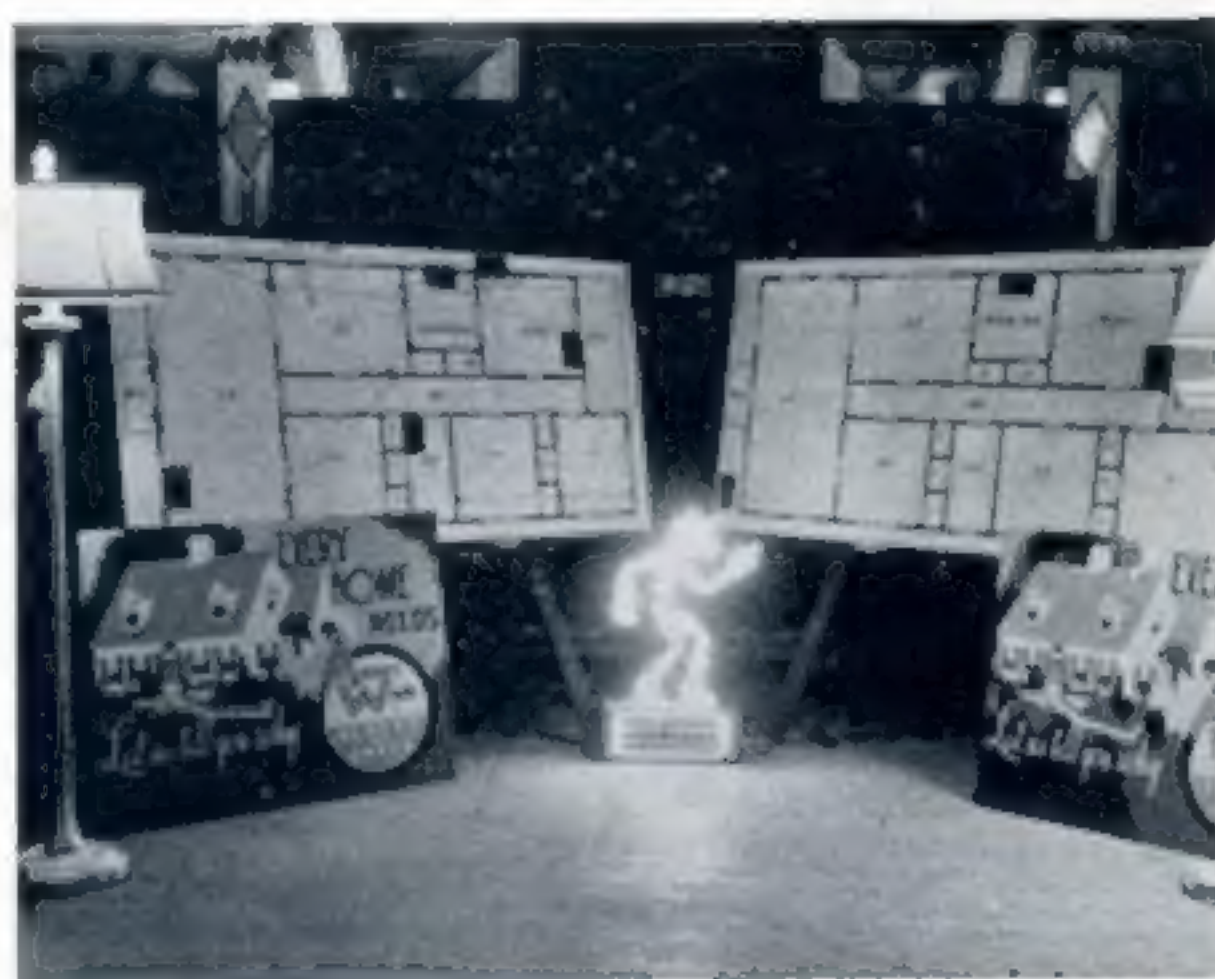
### TWENTY-YEAR CLUB MEMBER PASSES AWAY

Employees and friends in Baton Rouge and Houston were saddened February 7 by the sudden death of John E. McLean, Safety Engineer, after a long illness. "Fatty", as he was affectionately known, had served the Company, its predecessors, and associates, since 1916.

McLean was first employed by the street railway company in Houston as a mechanic in the repair shops. In 1921 he was sent to Baton Rouge as Master Mechanic. He succeeded Jerry Post as Sup't. of Transportation and Equipment in 1931, continuing in that capacity until 1936 when he first became ill. He was made Safety Engineer in 1937, when it was decided that the duties of his old position were too arduous for his impaired health.

Mac's rotund figure and jovial personality will not soon be forgotten and his fellow employees and friends join in expressing their sorrow at his passing.

### BATON ROUGE SHOW BOOTH PLUGS ADEQUATE WIRING



The adequate wiring display boards which were designed several years ago by A. E. Beattie, Sup't. Transmission and Distribution, Lake Charles division, were used at the February 12-17 Home Show sponsored by Baton Rouge Board of Realtors.

The exhibit stressed advantages of wiring of proper size in the home to insure better performance of all electrical appliances and lighting devices.

About forty local business concerns participated in the Show which was held to stimulate demand for new homes and arouse interest in modernization of present homes.

ALL EMPLOYEES INTERESTED IN RECEIVING COPIES OF THE STOCKHOLDER'S REPORT PLEASE REQUEST THEM FROM YOUR DEPARTMENT HEADS AFTER MARCH 31.

Editor  
Plain Talks:

"Everyone connected with the Gulf States was so kind and sympathetic to us in our great sorrow. We would like to thank each one individually for their helpful understanding and the beautiful floral offerings that showed us just how much "Joe" was loved by them all, but that will be impossible. We do want them all to know how grateful we were for their help."

Sincerely,  
Mrs. J. O. Potts  
J. Oliver, Jr.  
Bessie Mae  
Fredric

## STATIC

Presenting A Guest Columnist For This Issue



### Confucius Say:

"Conscientious employee have great virtue. But sometimes stick neck out" . . . Which brings us to the story of how Beaumont DR Jack Connaughton was reading meters and came to an electric meter that was not registering but at the same time a radio was playing inside the house . . . Jack's memo to the Service Dep't. got quick action . . . We quote from the Service Dep't report . . . "Meter okay. Battery radio in the house." . . .

\* \* \* \*

"Best laid plans of mice and man sometime go 'phooey'" . . . According to Ralph Martin, artist-columnist of Beaumont Journal . . . Quote, "L. F. 'Louie' Riegel is an amateur photographer of professional class and ability, and a short time ago he got some shots of the sort that a "shutter bug" waits a lifetime to get . . . It was at the big-league golf meet in Houston, and Mr. Riegel was Johnny-on-the-spot when a golfer's ball landed in the crotch of a tree at a crucial moment of the match . . . He snapped a series of shots of the mashie-swinger teeing off out of the tree . . . Visions of the shots being reproduced in "Life" and other magazines floated before his eyes—and then by the darndest luck a light was flicked on in the dark-room just as the shots were being taken out to be developed . . . All he got was a bunch of blank film." . . . My, my, my, such language . . .

\* \* \* \*

"Employee who do more than just his job, sell Company to Customer and himself to Company." . . . While making electric range repairs at a customer's home, Lake Charles Serviceman Sam LeBlanc noticed they were using ice refrigeration . . . Wide-awake to the opportunity to sell the Company service, Sam sold the customer on the advantages of electric refrigeration and got an order for a new GE . . . Though an electric range had been in use in this home for four years, this sale was no "push-over" . . . The customer had been contacted several times before . . .

\* \* \* \*

"To electric industry, increase in KW-H per home customer same as spring tonic to individual." . . . Our own Company's KW-H consumption is still on the upswing . . . 1016 in January . . . 1014 in December last . . .

\* \* \* \*

Confucius say: "This trying to think up bright sayings in pidgin English is getting to be real work, so he quits." . . .

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(Continued on page 4)



## BEAUMONT GULF-STATERS SPARK LOCAL ICE HOCKEY CLUB



As a natural result of the ice-skating craze which struck here with the construction of the first ice rink in these parts, Beaumont is now rooting strongly behind a newly organized ice hockey team.

So far the locals have given a good account of themselves in several contests.

(Above right) Co-Captain Bissell, Engineering, is an old head at the game, having captained Princeton University's team in 1936-37 . . . . George Dunlop, Accounting, (left) and Obie O'Brien, Production, (center) are equally at home on ice . . . . During high school days in Halifax, Nova Scotia, George was a handyman with the hockey stick and Obie shot many a puck at goalies while playing with home-town clubs in Haverhill, Mass . . . .

## WOMEN'S COMMITTEE PAPER IS REVIVED

"Watt-Not", official paper of the Texas Women Employees' Committee, which has not been published for several years, was revived in February and commemorated Washington's Birthday. Committee meeting program and news items filled the issue under the new regime'.

## STATIC

(Continued from page 3)

A good fellow gets along . . . . P. P. "Phil" Newman steps up from Sup't. of Mdse Sales in Port Arthur division to Sup't. of all Sales Activities in that division . . . .

BEST WISHES TO . . . . Caleb French, Conroe DR, Bill Corkern, Baton Rouge Bus, and Jake Sharkey, Baton Rouge Gas, convalescing from appendectomies . . . . Cedric Blackwell, Louisiana Station, getting over a tussle with bad tonsils in which the tonsils lost the decision . . . . Baton Rouge Mal Akins and Lawrence Efferson recovering from pneumonia attacks, W. L. Parker getting the "green light" after a hernia operation, and Frank Krumholt off from work on account of some bad teeth . . . .

TRANSFERS . . . . J. P. Fuqua, Navasota, from Line to Substation . . . . Rose Lewis, Beaumont, from Steno to Purchasing . . . . C. W. Choate from Nederland to High Island as member of Central Division Sales in addition to service duties . . . . Bob Guidry, from Beaumont Production office at Travis Street Sub-station to Neches as Station Engineer . . . . Jack Watson, Beaumont Accounting, from Billing to Customer Accounts . . . . Luther Mosier, DR, from Beaumont to Port Arthur . . . . Andre Dubus, from Lake Charles to Baton Rouge Industrial Sales . . . .

## BRELASCO CLUB ELECTS OFFICERS



Brelasco heads, past and present: Jimmy Barrick, (top row) Tommy Commerford, Neel Buell, Pete Guelfi, (bottom row) Nonie Strange, Howard Charlton, "Chick" Delaroderie.

Pictures of the other officers were not available.

At the annual meeting of Brelasco Social Club, held in Government Street Service Building at Baton Rouge February 29, Pete Guelfi, retiring president, and his Board of Directors, Pat Murphy, vice-president, Howard Charlton, secretary-treasurer, Nonie Strange, "Chick" Delaroderie and Bill Parker gave an account of their stewardship.

Under these officers club members enjoyed a picnic, a watermelon party, a Christmas tree, a roller-skating party and three dances. In September and October, the club sponsored a fishing contest which was won by Ivy Sternberger with a fish weighing four pounds-seven ounces.

In a hotly contested election of officers for the coming year; Jimmy Barrick was elected president; Tommy Commerford, vice-

president and Neel Buell, secretary-treasurer. Other directors elected were; Olivia Dudle Accounting; Rex Reneer, Louisiana Station and Boyd Shelton, Baton Rouge Bus.

The new officers promised to offer an even more varied schedule of entertainment and get-togethers, and "Dame Rumor" has it that sporting activity will be very prominent. It is believed that tennis, golf and badminton tournaments will be sponsored, in addition to dances and other parties.

The Brelasco Social Club is a voluntary association of employees which was formed in 1934 to provide entertainment and recreation for its members. All Baton Rouge area employees are eligible for membership and all activities are financed solely by dues collected from club members.

NEW FACES . . . . Lu Ellen Evans, clerk-steno in Huntsville . . . . Amos Schiller, Beaumont Stores . . . . James Griner, Jr., Beaumont General Office Messenger . . . . A. D. Smathers, Beaumont Production . . . .

TRANSFERS . . . . A. T. "Ott" Holley, from Beaumont DR to Navasota in the Lighting Department . . . . Some of the Beaumont Accounting fellows who didn't get quite as far off "first base" as most of the transfers but who had a change just the same are; Vic Faver, George Rice, and Allen Bingham . . . . Louis Christian from Baton Rouge to Lake Charles Power Sales . . . . Ernest Little from Sulphur to DR Supervisor at Jennings . . . .

These said "I Do" . . . . Otis Parker, Beaumont Production, on February 24 . . . . Earl Swinney, Lakeside Station at Port Arthur, on February 20 . . . . Luther Sadler, Navasota DR at Calvert, on February 3 . . . .

Beaumont Line members, F. B. Hickman and Joe Talbot also strode the middle aisle recently . . . . Joe transferred from the Beaumont Stores on March 1 . . . .

TRANSFERS . . . . R. M. Stone, Navasota, from Substation Crew to Plant . . . . Earl Griffin from Neches Station to Beaumont Production Office at Travis Street Sub-Station . . . . Myron Paul, Beaumont Accounting, from Messenger to Billing . . . . Clay McCarroll from Lake Charles to Baton Rouge Lighting Sales . . . . Wade Phillips from

Port Arthur to Beaumont Power Sales . . . . Marcus Andrews from Navasota to Lake Charles Lighting Sales . . . . Joe Stallcup from Beaumont Customer Accounts to DR . . . .

L. L. Landry and V. L. Holland, Beaumont Production, are the proudest of proud new fathers . . . . Albert Allen Landry weighed in at 8½ pounds . . . . But in true feminine fashion Sylvia Lee Holland withheld her scale tipping . . . .

TRANSFERS . . . . Jimmy Brown, Beaumont Accounting, from Messenger to Payroll . . . . C. C. Bostick, Line Crew, from Navasota to Huntsville . . . . Lionel Dugas from Baton Rouge to Power and Commercial Sales at Port Arthur . . . . Frank Smith, from Jennings to DR Supervisor at Baton Rouge . . . . Max Thomas, DR, from Beaumont to Lake Charles . . . . Luke Levesque from Port Arthur to Serviceman and DR at Cleveland . . . . Jay Ewing, Beaumont Accounting, from Customer Accounts to Messenger . . . . Bob Hicks, Beaumont, from General to Customer Accounting . . . .

Ex-Gulf Staters . . . . S. W. "Scotty" Scigousky left Beaumont Production to take a position with Baldwin Locomotive Works in Pennsylvania . . . . Big-leaguer Dixie Parsons left Neches Station to report for duty at the Detroit Tiger camp . . . . W. L. Gilmore, Navasota Plant, resigned to devote his time to nursery business in Conroe . . . .